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**REMARKS**

The above Amendments and these Remarks are submitted under 35 U.S.C. § 132 and 37 C.F.R. § 1.111 in response to the Office Action mailed February 21, 2007.

**Summary of the Examiner's Action and Applicant's Response**

The Examiner has rejected Claims 7, 9-12, 13, 14, and 16 under 35 U.S.C. § 112. Claims 1, 7, 25, and 26 have been rejected under 35 U.S.C. § 102(e) as being anticipated by Armstrong, et al. (U.S. Pat. No. 7,017,173). The Examiner has rejected Claims 1, 4-7, 9-11, 17, 18, 19, 22, and 24-29 under 35 U.S.C. § 102(e) as being anticipated by Zigmond (U.S. Pat. No. 6,698,020). Claims 12-14, and 16 have been rejected under 35 U.S.C. § 103(a) as being obvious based on Siler (U.S. Pat. Pub. No. 20040133467) in view of Bates, et al. (U.S. Pat. No. 6,342,908) and further in view of Dwek (U.S. Pat. Pub. No. 20010018858). The Examiner has rejected Claim 23 under 35 U.S.C. § 103(a) as being obvious based on Zigmond in view of Dwek. Applicant respectfully traverses the rejections based on §102(e) and 103(a).

In this amendment, Applicant has amended Claims 7, 12, and 16 to correct typographical errors. Claims 1, 4-7, 9-14, 16, 17, 19, and 22-29 are pending.

**Response to the Rejection of Claims 7, 9-12, 13, 14 and 16 under 35 U.S.C. § 112**

Claims 7, 12 and 16 have been amended to correct typographical errors noted by the Examiner. Applicant respectfully submits that the corrections overcome the rejection under 35 U.S.C. § 112. Therefore, Applicant respectfully requests withdrawal of this rejection.

**Response to the Rejection of Claims 1, 7, 25, and 26 under 35 U.S.C. § 102(e)**

Claims 1, 7, 25, and 26 have been rejected under 35 U.S.C. § 102(e) as being anticipated by Armstrong, et al. The Examiner stated that Armstrong, et al. teaches pausing the presentation of the streaming video program, cited a portion in the reference that describes pausing the video. The Examiner also stated that Armstrong, et al. teaches disabling playing the content in window 420 in FIG. 4 and so teaches the step of disabling at least one control function of the display window. Applicant respectfully disagrees that Armstrong, et al. teaches these elements. Applicant respectfully submits that FIG. 4 in Armstrong, et al. shows "paused/stopped content" in screen 420 as a result of the pause/stop 415 which pauses/stops the content. Thus, Applicant

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respectfully submits that the pausing in Armstrong, et al. (to have a frozen frame 410c or a reduced frozen frame 420c) has been stated by the Examiner to teach two separate steps in Claim 1, i.e. pausing presentation and disabling at least one control function. These two steps are respectfully submitted as being separate and, therefore, a teaching of the pausing step cannot teach the disabling step too.

In addition, Applicant respectfully submits that Armstrong, et al. does not teach disabling a control function. That is, Applicant respectfully submits that Armstrong, et al. teaches that upon the subscriber pressing the PLAY button, the first full sized content only window is reestablished. (Col. 10, lines 19-21). It is respectfully submitted that, since there is no restriction in Armstrong, et al. on when the user can press PLAY when the window 420 is displayed, there is no "disabling" of the PLAY function. Further, Claim 1 includes disabling at least one control function of the display window, i.e. of the entire window such as adjusting size etc. The Examiner stated that showing paused content in part of the display screen 420 is disabling a control function of the display window. Applicant respectfully submits that, at most, Armstrong, et al. teaches disabling playing in the area of screen 420 that is occupied by paused content 420c, not disabling a control function of the window.

For all of the above reasons, Applicant respectfully submits that Claim 1 is not anticipated by Armstrong, et al. The method claims, Claims 7, 25, and 26 have elements similar to those discussed above regarding Claim 1, and thus are respectfully submitted as not being anticipated by Armstrong, et al. for the same reasons as given for Claim 1 above.

**Response to the Rejection of Claims 1, 4-7, 9-11, 17-19, 22, and 24-29**  
**under 35 U.S.C. § 102(e)**

The Examiner has rejected Claims 1, 4-7, 9-11, 17, 18, 19, 22, and 24-29 under 35 U.S.C. § 102(c) as being anticipated by Zigmond. The Examiner stated that Zigmond teaches adjusting said display window to a predetermined size in response to said ad event signal "(the advertisement is displayed on a display screen in a full screen size in response to the trigger signal. See column 15, lines 57-61; col. 17, lines 25-31)". Applicant respectfully submits that, in the portions cited by the Examiner, i.e., Col. 15, lines 57-61 Col. 17, lines 25-31, Zigmond merely teaches interrupting the display of the video programming feed and inserting a selected advertisement "in its place". Therefore, Applicant respectfully submits that Zigmond does not

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teach either "adjusting said display window to a predetermined size" or "adjusting said display window to a predetermined size in response to said ad event signal", as claimed in Claim 1.

The Examiner also stated regarding Zigmond and Claim 1: "disabling at least one control function of said display window (since the advertisement is displayed on the display screen in full screen size, displaying the video program on the display screen is disabled)". Applicant respectfully disagrees that disabling the displaying of the video program teaches disabling at least one control function of said display window". Applicant respectfully submits that, although Zigmond teaches that while the ad is displayed in the display screen, the video program is not shown, there is no teaching in Zigmond of **disabling control functions** of the display window as claimed; for example, size, etc. and other control functions as described in the present specification.

**Response to the Rejection of Claims 12-14 and 16 Under 35 U.S.C. § 103(a)**

Claims 12-14, and 16 have been rejected under 35 U.S.C. § 103(a) as being obvious based on Siler in view of Bates and further in view of Dwek. Applicant respectfully submits that Siler teaches use of a **separate** rich media window for display of the ad. Applicant respectfully submits, therefore, that Siler does not teach overlaying the streaming video program with an ad in the same video presentation window, as claimed in Claim 12. Regarding Bates, Applicant respectfully submits that Bates teaches adjusting the size of **three** windows relative to one another, whereas Claim 12 claims a single video presentation window and restoring the size thereof. Applicant respectfully submits that Dwek does not teach or suggest the method claimed in Claim 12. For the above reasons, Applicant respectfully submits that Claim 12 is non-obvious based on Siler in view of Bates and further in view of Dwek.

Claims 13, 14, and 16 depend from Claim 12 and are thus respectfully submitted as being non-obvious based on Siler, in view of Bates, and further in view of Dwek, for the same reasons as given above for Claim 12.

**Response to the Rejection of Claim 23 under 35 U.S.C. § 103(a)**

Claim 23 has been rejected under 35 U.S.C. § 103(a) as being obvious based on Zigmond in view of Dwek. Claim 23 has elements similar to those discussed above regarding Claim 1. Applicant respectfully submits, therefore, that Claim 23 is non-obvious based on Zigmond, singly

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or in combination with Dwek, for the same reasons as given above for Claim 1 above.

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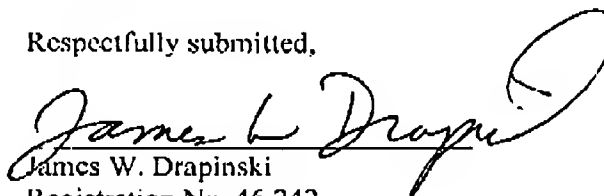
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Conclusion

For the above reasons, Applicant respectfully submits that all pending claims, Claims 1, 4-7, 9-14, 16, 17, 19, and 22-29 in the present application are allowable. Such allowance is respectfully solicited.

If a telephone conference would expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (415) 984-8200.

Respectfully submitted,

  
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May 18, 2007

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